

A business support system producing service information request data for an external processing system in a predetermined form in response to a request from a terminal and converting the form of the service information request data into a format that can be processed by the external processing system. The service information provided from the external processing system in response to the service information request data is converted into the predetermined format. The service information converted to the predetermined format is provided to the terminal originating the request. According to the present invention, the most recent information processed by an existing external processing system is provided to a user terminal and information is exchanged between the user terminal and the external processing system.

**IN THE CLAIMS:**

Please **AMEND** claims 1-3, 5, and 8-12 as follows:

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1. (TWICE AMENDED) A business support system comprising:
- service request production means for producing service information request data, in a predetermined form for one of a plurality of external processing systems having different protocols, in response to a request of a user from a terminal apparatus used by the user, the terminal apparatus being one of a plurality of different communication means;
- data form conversion means for converting the form of the service information request data produced by the service request production means into a form that can be processed by the external processing system and also for converting service information provided from the external processing system in response to the service information request data into the predetermined form; and
- service information providing means for providing the service information converted into the predetermined form by the data form conversion means to the terminal apparatus originating the request for the service information.
2. (TWICE AMENDED) The business support system as claimed in claim 1, further comprising:

sales campaign monitoring means for monitoring the effectiveness of a sales campaign based on the service information provided to users; and

service information determining means for deciding which type of service information should be provided to users depending on the effectiveness of the monitored sales campaign.

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3. (ONCE AMENDED) The business support system as claimed in claim 2, further comprising service channel determining means for determining a providing means for providing service information to the users depending on the success rate of the monitored sales campaign.

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5. (ONCE AMENDED) The business support system as claimed in claim 1, wherein the plurality of different communication means comprises a telephone, a facsimile machine, and a computer terminal.

8. (ONCE AMENDED) A business support system comprising:  
a service request production unit producing service information request data, in a predetermined form for one of a plurality of external processing systems having different protocols, in response to a request of a user from a terminal apparatus used by the user, the terminal apparatus being a one of a plurality of different communication units;

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a data form conversion unit converting the form of the service information request data produced by the service request production unit into a form that can be processed by the external processing system and also for converting service information provided from the external processing system in response to the service information request data into the predetermined form; and

a service information providing unit for providing the service information converted into the predetermined form by the data form conversion unit to the terminal apparatus originating the request for the service information.

9. (ONCE AMENDED) The business support system as claimed in claim 8, further comprising:

a sales campaign monitoring unit monitoring the effectiveness of a sales campaign based on the service information provided to users; and

a service information determining unit deciding which type of service information should be provided to users depending on the effectiveness of the monitored sales campaign.

10. (ONCE AMENDED) The business support system as claimed in claim 9, further comprising a service channel determining unit providing service information to the users depending on the success rate of the monitored sales campaign.

11. (ONCE AMENDED) The business support system as claimed in claim 10, further comprising an adjusting unit ensuring that no one service channel providing service information determined by the service channel determining unit is overloaded.

12. (ONCE AMENDED) The business support system as claimed in claim 1, wherein the plurality of different communication units comprises a telephone, a facsimile machine, and a computer terminal.

Please **ADD** new claims 15-17 as follows:

15. (NEW) A system connecting to one or more processing systems having different protocols and to a plurality of terminal apparatuses used by users, and providing information to a user in response to a request from the user, the system comprising:

request receiving means for receiving the request from the user through a corresponding terminal apparatus;

data requesting means for requesting, in response to the request received from the terminal apparatus of the user, contents of one of a plurality of data items of user information;

access routine activating means for referring to item definitions relating the plurality of data items to corresponding data access routines, each data access routine issuing a data item request to obtain the contents of the one of the data items from the processing system storing the contents, and for activating the data access routine corresponding to the one of the data items of the user information requested by the data request means;

data item request protocol converting means for converting the data item request, issued by the data access routine activated by the access routine activating means, into a protocol

used for data exchange between the processing system receiving the data item request and the terminal apparatus of the user, and for sending the data item request to the processing system; and

information sending means for sending information corresponding to the request to the terminal apparatus of the user, the information being generated based on the contents of the one of the data items sent from the processing system.

16. (NEW) A system connecting to one or more processing systems having different protocols and to a plurality of terminal apparatuses used by users, and providing information to a user in response to a request from the user, the system comprising:

request receiving means for receiving the request from the user through a corresponding terminal apparatus;

user information record managing means for managing a record area for recording contents of data items related to the user, the contents being obtained from one of the processing systems;

data requesting means for requesting, in response to the request received from the terminal apparatus of the user, contents of one of the data items of user information;

access routine activating means for referring to item definitions relating the plurality of data items to corresponding data access routines, each data access routine issuing a data item request to obtain the contents of the one of the data items from the processing system storing the contents, and for activating the data access routine corresponding to the one of the data items of the user information requested by the data request means;

data item request protocol converting means for converting the data item request, issued by the data access routine activated by the access routine activating means, into a protocol used for data exchange between the processing system receiving the data item request and the terminal apparatus of the user, and for sending the data item request to the processing system; and

information sending means for storing the contents of the one of the data items to a corresponding item area in the record area and for sending information corresponding to the request to the terminal apparatus of the user, the information being generated based on the contents of the one of the data items sent from the processing system.

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17. (NEW) A business support system comprising:

service request production means for producing service information request data in a predetermined form for an external processing system in response to a request of a user from a terminal apparatus used by the user, the terminal apparatus being one of a plurality of different communication means;

data form conversion means for converting the form of the service information request data produced by the service request production means into a form that can be processed by the external processing system and also for converting service information provided from the external processing system in response to the service information request data into the predetermined form;

service information providing means for providing the service information converted into the predetermined form by the data form conversion means to the terminal apparatus originating the request for the service information;

sales campaign monitoring means for monitoring the effectiveness of a sales campaign based on the service information provided to users;

service information determining means for deciding which type of service information should be provided to users depending on the effectiveness of the monitored sales campaign; and

service channel determining means for determining a providing means for providing service information to the users depending on the success rate of the monitored sales campaign.

#### REMARKS

Claims 1-14 are pending in this application. Claims 1 and 8 are independent claims. Claims 2-7 and 9-14 are dependent claims.

Claims 1-14 have been rejected. Amendments to claims 1-3, 5, and 8-12 are presented herein. Claims 15-17 are newly added in this response. The abstract has been amended to improve form. No new matter is being presented, and approval and entry are respectfully requested.